

Property Profile

**10600 S. 700**

10600 S. 700 , Sandy, UT 84070-4979



Market Specific Criteria	1 Mile Radius	3 Mile Radius	Utah
Predominant Consumer Lifestyles	53.5% Kids & Cul-de-Sacs 46.5% Blue-Chip Blues	23.3% Kids & Cul-de-Sacs 17.5% American Dreams 16.2% Winner's Circle 9.9% Blue-Chip Blues 9.7% Mobility Blues 8.0% Big City Blend	5.5% Boomers & Babies 5.1% Big City Blend 4.7% Kids & Cul-de-Sacs 4.4% Town & Gowns 4.4% Single City Blues 4.2% Starter Families
2002 Population	12,072	91,339	2,296,798
2002 HHs	3,337	26,718	722,318
5 Year Market Growth	-2.1%	2.2%	6.5%
Business Population	1,430	27,638	1,148,991
Average HH Size	3.6	3.4	3.2
Median Age	26.5 years	29.2 years	27.2 years
Population Age Under 5	8.9%	8.2%	9.3%
Population Age 5 - 14	21.1%	19.6%	17.2%
Population Age 15 - 17	6.9%	6.6%	5.6%
Population Age 18 - 24	11.1%	11.1%	14.5%
Population Age 25 - 34	13.2%	11.7%	14.2%
Population Age 35 - 44	16.7%	15.4%	13.0%
Population Age 45 - 54	13.6%	14.5%	11.0%
Population Age 55 - 64	5.8%	7.4%	6.8%
Population Age 65+	2.8%	5.4%	8.4%
White / Blue Collar Ratio	58.9% / 41.1%	67.5% / 32.5%	58.7% / 41.3%
Education Level	19.8% 4+ yrs college 31.0% <4 yrs college	26.5% 4+ yrs college 30.7% <4 yrs college	21.7% 4+ yrs college 28.0% <4 yrs college
Average HH Income	\$83,096	\$96,068	\$65,291
Median HH Income	\$77,134	\$81,283	\$51,893
Per Capita Income	\$22,970	\$28,101	\$20,533
Income \$35,000-\$49,999	8.5%	9.6%	16.5%
HH Income \$50,000+	84.0%	75.3%	52.1%
HH Income \$75,000+	52.4%	52.1%	28.6%
HH Income \$100,000+	25.8%	31.6%	15.0%
Homeowners %	89.7%	84.7%	71.6%
Ethnicity	92.6% White 0.6% Black 2.0% Asian Pac. Isl. 5.7% Hispanic	93.3% White 0.5% Black 2.4% Asian Pac. Isl. 4.6% Hispanic	88.8% White 0.8% Black 2.4% Asian Pac. Isl. 9.6% Hispanic



Consumer Lifestyle Profile

(1 Mile Radius)

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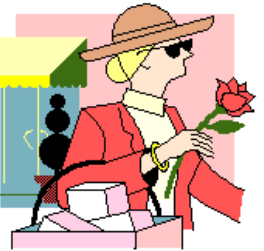



		
Cluster Name	Kids & Cul-de-Sacs	Blue-Chip Blues
Socio-economic Rank	Affluent	Middle
% of Total Households	53.5%	46.5%
Predominant Characteristics	Upscale suburban families	Upscale blue-collar families
	Ranked first in married couples with children	Dual income, high school educated
	Large 4+ person families	Large suburban families
	Family governs its lives and activities	Concentrated in the Great Lakes area
Ethnic Diversity	Dominant White, High Asian	Predominantly White
Family Type	Married Couples w/Children	Married Couples with and without Children
Key Housing Type	Owners Single Unit	Owners Single Unit
Predominant Age Ranges	Under 18, 35 to 54	35 to 64
Education	College Graduates	High School, Some College
Employment	White Collar / Professional	Blue-Collar / White-Collar
Median Income	Affluent / \$61,600	Middle / \$47,500
Publications	Skiing, Money, Business Week, Working Woman, Baby Talk, GQ, Consumer's Digest, Personal Computing	Elle, Car Craft, Chicago Tribune, Runner's World, Popular Science, Muscle & Fitness, Bride's, Inside Sports

Data Source: Claritas, Inc.; Market Insite Group, Inc.
Dated: Oct 10, 2003

Consumer Lifestyle Profile

(3 Mile Radius)

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Cluster Name Socio-Economic Rank % of Total Households						
	Kids & Cul-de-Sacs Affluent 23.3%	American Dreams Upper Middle 17.5%	Winner's Circle Wealthy 16.2%	Blue-Chip Blues Middle 9.9%	Mobility Blues Middle 9.7%	Big City Blend Middle 8.0%
Predominant Characteristics	Upscale suburban families	Established urban immigrant families	Executive suburban families	Upscale blue-collar families	Young blue-collar/service families	Middle-income immigrant families
	Ranked first in married couples with children	Descendants of multi-ancestries	Prolific spenders; New Money	Dual income, high school educated	Ethnically mixed and very mobile	Most ethnically diverse of the Urban Midscale clusters
	Large 4+ person families	Live in multi-racial, multi-lingual neighborhoods	Well-educated, mobile	Large suburban families	Have large families with children	Have large families
	Family governs its lives and activities	Tend to have big families	Teen-age children	Concentrated in the Great Lakes area	High Hispanic population	Work in white and blue-collar jobs
Ethnic Diversity Family Type Key Housing Type Predominant Age Ranges Education Employment Median Income Publications	<i>Dominant White, High Asian</i> <i>Married Couples w/Children</i> <i>Owners Single Unit</i> <i>Under 18, 35 to 54</i> <i>College Graduates</i> <i>White Collar / Professional</i> <i>Affluent / \$61,600</i> <i>Skiing, Money, Business Week, Working Woman, Baby Talk, GQ, Consumer's Digest, Personal Computing</i>	<i>Mixed</i> <i>Married Couples w/Children</i> <i>Owners Single Unit</i> <i>Mixed</i> <i>Some College</i> <i>White-Collar</i> <i>Upper Middle / \$51,700</i> <i>Home, Motor Trend, Tennis, Working Mother, Business Week, People, Time, Vogue, Life</i>	<i>Dominant White, High Asian</i> <i>Married Couples w/Children</i> <i>Owners Single Unit</i> <i>25 to 54</i> <i>College Graduates</i> <i>Professional</i> <i>Wealthy / \$80,000</i> <i>Newsweek, Food & Wine, Metropolitan Home, Travel & Leisure, Forbes, PC World, Inc.</i>	<i>Predominantly White</i> <i>Married Couples with and without Children</i> <i>Owners Single Unit</i> <i>35 to 64</i> <i>High School, Some College</i> <i>Blue-Collar / White-Collar</i> <i>Middle / \$47,500</i> <i>Elle, Car Craft, Chicago Tribune, Runner's World, Popular Science, Muscle & Fitness, Bride's, Inside Sports</i>	<i>Ethnically Diverse, High Hispanic</i> <i>Married Couples with Children, Single Parents</i> <i>Renters Multi-Unit 2-9 and 10+</i> <i>Under 18, 25 to 34</i> <i>High School, Some College</i> <i>Blue-Collar / Service</i> <i>Middle / \$33,600</i> <i>Boating, Flower and Garden, Sport, Modern Bride, Road & Track, Parenting, Family Handyman, Home</i>	<i>Ethnically Diverse</i> <i>Single Parents, Married Couples with Children</i> <i>Renters, Owners Single Unit</i> <i>Under 14, 25 to 44</i> <i>High school, Some College</i> <i>White-Collar / Blue-Collar</i> <i>Middle / \$39,700</i> <i>Car Craft, Sport, Baby Talk, Photo Magazines, Shape, Organic Gardening, Vogue, Vanity Fair</i>